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QUEEN'S PARK

BULLETIN

OF

the National Association for the Study and Prevention of Tuberculosis

Vol. II.

NOVEMBER, 1915.

No. 2.

Red Cross Seal and Tuberculosis Week Literature

Anti-tuberculosis and Red Cross Seal agents may become bewildered in the maze of literature and suggestions with which they are being bombarded this year from the national headquarters. It is well, therefore, to take an inventory of the various kinds of literature and suggestions that are available for different occasions. The following paragraphs will describe briefly most of the different types of literature and will give prices where a charge is made. All of the prices include transportation unless otherwise specified:

R. C. S. Circular A.—A circular on conducting the Red Cross Seal campaign for state and general agents and for county or city agents in populous centers. Copies of this circular will be sent free on request.

R. C. S. Circular B.—Selling Seals—The Most Important Ways. For local agents in villages, cities, towns, or counties. This is a detailed circular discussing carefully seven standard methods for carrying on the Red Cross Seal campaign. It is an invaluable handbook for any Red Cross Seal agent. A copy will be sent free on request.

R. C. S. Circular C.—A shorter but comprehensive circular on selling Red Cross Seals for agents in small towns and country communities, such as school-teachers, postmasters, and others in similar positions. Copies of this will be furnished free on request.

Red Cross Seal Honors and Pennants.—This circular outlines the rules for the second annual competition for 1915, both the inter-state and inter-city-and-town competitions. If your town is not planning to enter the Red Cross Seal competition for one of the national pennants in your respective class send for this circular at once and get into the game. The circular is yours for the asking.

The Ogre and the Children.—This is a talk for school-teachers on tuberculosis and Red Cross Seals for use on Children's Health Crusade Day, December 10th. It is designed to take about twenty minutes, is attractively prepared, and there is an interesting story that will help the children. For those who do not wish to give the tales verbatim, the circular will give good talking points. Copies of this circular will be furnished for twenty cents per hundred. A sample copy will be sent free on request.

Your Responsibility in the Anti-Tuberculosis Campaign.—This is a Tuberculosis Day sermon outlining in about a ten-minute talk the individual's responsibility as an individual, as a citizen, and as a church member, in the anti-tuberculosis

movement. A sample copy of this circular will be furnished on request. In quantity lots it will be furnished for ten cents per hundred.

Outline of Lecture or Sermon on Tuberculosis.—This is a standard piece of literature which the National Association has used for several years. It states briefly and in outline the general facts concerning tuberculosis and is admirably adapted for physicians, ministers, and others who are asked to talk on this subject. The outline will be furnished for twenty-five cents per hundred. A sample copy will be sent on request.

Tuberculosis Day Prayer.—This prayer by Professor Walter Rauschenbush, of the Rochester Theological Seminary, has become a classic in Tuberculosis Day campaigns. If the churches of the country would do nothing better than to use this prayer for its educational value the Tuberculosis Day campaign would be well worth while. Copies of the prayer can be furnished for eight cents per hundred.

What is Tuberculosis Week?—This is a circular describing in brief the general scope, plan and aim of the National campaign during the week of December 6-12. This is invaluable for distribution among those who are interested in the movement. It will be furnished in quantity lots for fifteen cents per hundred.

Periodic Medical Examination.—A four-page folder giving in brief the general facts on why, how, and when to be examined, with particular reference to National Medical Examination Day, December 8th. This circular is admirably adapted for general distribution to men and women everywhere. The price of the circular is twenty-cents per hundred. A sample will be sent free on request.

Red Cross Seal Press Stories.—A series of more than twenty human-interest stories dealing with Red Cross Seals and Tuberculosis have been prepared for use in the campaign, and will be issued as a full-page newspaper sheet, with plenty of space for cutting and local alterations between columns. A sample sheet or a number of sheets will be sent to you free of charge. Every newspaper in your community should have a set of these press stories and should be urged to run some of them daily during the thick of the campaign from Thanksgiving Day to Christmas.

Boiler Plate Stories.—Accompanying the press stories is a boiler plate or ready-to-print series of six specially selected human-interest stories. The plates may be purchased for seventy-five cents each, delivered to any newspaper east of the Rocky Mountains, or for \$1.00 to newspapers west of that point. The use of boiler plate will facilitate the publication of these stories. It will pay you to invest seventy-five cents in each of the newspapers in your community. Send for enough proofs of the boiler-plate stories to show to all of your weekly and small daily papers. They are yours for the asking.

Red Cross Seal Cartoon Matrices.—A series of three double-column cartoons, each illustrating a human-interest story, is being issued in (ready-to-print) matrix form, designed for use in daily newspapers who use cylinder presses and have stereotyping departments. These mats will be eagerly seized and used by your large newspapers if you will furnish them. The price of the mats, containing the three cartoons, is sixty cents each, delivered. Under the cartoon in each case is a short story describing the picture. The cartoons are each two columns wide and about ten inches deep. Send for proofs now to show to each of your daily papers. They are yours for the asking.

Modern Health Crusader Certificate.—This is an attractive certificate to be filled out by the school-teachers or Red Cross Seal agent for each child who enrolls himself in the Modern Health Crusade. A sample of this certificate will be sent on request. They will be furnished in quantity lots for twenty-five cents per hundred.

Children's Agency Authorization Blank.—This is an attractive slip which is designed for use primarily by school-teachers when children are given seals to sell. Each child should receive one of these cards, filled in with his name and signed with the teacher's name, authorizing him to act as agent for Red Cross Seals. On the back of the cards are a set of health rules. The price of these cards will be ten cents per hundred. A sample will be sent on request.

(Continued on page 4)

BULLETIN OF
THE
NATIONAL ASSOCIATION FOR
THE STUDY AND PREVENTION
OF TUBERCULOSIS

Published Monthly

In the Interest of Workers Engaged in the
Anti-Tuberculosis Movement by

THE NATIONAL ASSOCIATION FOR THE
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Red Cross Seal Buttons
and Medals

An attractive button showing the Red Cross Seal has been prepared for the National Association by Bastian Brothers of Rochester. The buttons are sold by the National Association at cost price, \$3.50 per thousand. Those who have not ordered their buttons should do so at once, as the supply is limited. These buttons are not designed for sale, but for distribution to school-children and others as prizes, advertisements, etc.

In addition to the buttons the National Association has secured an attractive "Modern Health Crusader" medal. The medal is about one inch in diameter, and is done in oxidized silver with the double red cross embossed in red in the center and the words "Modern Health Crusader" arranged around the cross. The medal is fitted with a clasp pin so that it can be worn by boys or girls. This medal is designed primarily as an award of merit to children who sell more than a specified number of seals, say 100 or 200. The price of the medals is four cents each. This is an attractive award for school-children. The medal makes a good appearance for anyone else, and may be worn very fittingly by visiting nurses and others.

Washington Health
Rules

Under the direction of the Association for the Prevention of Tuberculosis of the District of Columbia a book of about one hundred pages, entitled "Washington Health Rules," has recently been issued. The book is a commentary on the twelve health rules formulated and distributed by the Association some time ago. The book has an introduction by the late General George M. Sternberg, and chapters expanding each of the rules by various prominent physicians of Washington. The following are the chapter headings with the authors of each: "Good Air," Arthur L. Murray, M.D.; "Avoid House Dust," George M. Kober, M.D.; "Pure Water," Rupert Blue, M.D., and Earl B. Phelps, B.S.; "Safe Milk and Cream," Ernest C. Schroeder, M.D.; "Sleep," Walter S. Ufford, Ph.D.; "Keep Clean," Emile Berliner; "Food," William G. Woodward, M.D.; "Breathing and Exercise," Charles W. Richardson, M.D.; "Care of the Teeth," Allan Scott Wolfe, D.D.S.; "Liquor and Tobacco," Harvey W. Wiley, M.D.; "Don't Neglect Colds," William C. Gwynn, M.D.; and "Sunshine," Rev. John Van Schaick, Jr., D.D.

The book is admirably adapted as a text-book or for selected distribution to health-teachers and others. It may be purchased from the Association for the Prevention of Tuberculosis, 923 H Street, N. W., Washington, D. C., for seventy-five cents, postpaid. In quantities the Association will sell the book to educational institutions for use as a text-book for fifty cents.

Brooklyn Plays in Book
Form

The Brooklyn Committee on the Prevention of Tuberculosis has published in attractive booklet form five playlets on health and social work written by Miss Hester D. Jenkins, Ph.D. These playlets have all been used with great success by Miss Jenkins, who is the Educational Director of the Committee. They are on the order of the plays published in the *Bulletin* for March and July. The titles of the plays are "Mother Goose Up to Date," dealing with general health questions in nursery rhyme; "Judith and Ariel," dealing with fresh air; "Our Friends the Foods," dealing with food and fresh air; "In a Tenement," showing evils of bad housing; and "Killing Giant," the story of a bad boy.

The book of five playlets may be purchased from the Brooklyn Tuberculosis Committee, 69 Schermerhorn Street, Brooklyn, N. Y., for twenty-five cents, postpaid.

Free Cartoon Posters

The New York State Department of Health has notified The National Association that they have about twenty-five thousand posters, containing reproductions of the series of five cartoon banners issued several years ago by the department, which they will give away to any one who will pay the express or freight charges on them.

The posters are 18" by 22", with four double red crosses in the corners. The heading, "Popular Pictorial Banners of the New York State Department of Health, shown at the International Congress on Tuberculosis, Washington, D. C.," may be cut off if it is so desired. The banners reproduced in these posters have been used all over the world, having been most recently reproduced in Chinese. The titles of the five series of cartoons are "In Case of Consumption, Look to These for Cure"; "Consumption Allies. Avoid Them and You Are Safeguarding Against the Disease"; "A Careful Consumptive—Not Dangerous to Live With"; "How the Germs of Consumption Are Carried from the Sick to the Well"; and "New Consumptives' Graves Every Year."

The posters are excellent for use in clinics, school-rooms, billboards, factories, and elsewhere. The Department of Health has used them widely for years, but has such a surplus on hand that they are anxious to get rid of them to make way for newer literature.

Book-mark Prices

The book-marks described in the May, 1915, number of the *Bulletin* are being widely adapted by anti-tuberculosis associations. Nearly 200,000 of them have already been distributed. The printers, the Yankee Press of New York, have quoted the following prices for the imprinting of local names and addresses at the bottom of the card, these prices for sets of eight cards:

250 sets	\$1.25
500 "	2.00
1,000 "	2.50
2,500 "	4.10
5,000 "	6.60
10,000 "	10.60
25,000 "	21.60
50,000 "	39.10

The prices quoted are additional to the regular price of the book-marks themselves, which is \$6.40 per thousand sets of eight. Thus, for example, a thousand sets without imprinting would cost \$6.40; a thousand sets with imprinting of the local name at the bottom of each card would cost \$8.90.

Orders for these book-marks should be sent directly to the National Association. Checks may be made payable to the Yankee Press.

The Friends of Health

By MISS ELIZABETH SUMNER, WILMINGTON, DEL.

PROLOGUE

Good friends, we're here to-day
To prove that we all stand for "Health."
We'll show you first the Tuberculosis
Germs,

A group of the arch-enemies of mankind,
A large and gressome family in loathsome
garb

Will pass before you and utter vicious
words.

You'll be inclined to run away
From these, our deadly foes,
That kill one man in every seven
Throughout this goodly land of ours.
But wait, dear friends, and listen to our
tale,

For these are not real germs, but manu-
factured ones
Who'll do no harm—but warn us of the
real ones.

After the made-up germs appear
Will follow on the stage—Fresh Air,
Sunshine, Good Food, Cleanliness, and
all the force

That mean to drive all wicked germs from
us,

If you will help them do their brave and
noble task.

Large family of germs, in dull, dirty
gray or dull-brown shapeless gowns, come
skulking in.

FATHER GERM (*growls*)—Filth, dis-
ease, decay are the things we need to feed
upon. The country is becoming too clean
for us. I hardly know a house in (*insert
city name*) dirty enough. (*Turns to Germs.*)
Hunt dirt, darkness, and dampness!

YOUNG GERM (*in squeaky voice*)—
There comes Uncle.

Enter Uncle Germ.

UNCLE GERM (*growls*)—The Anti-
Tuberculosis people will send us to our
death. I can scarce find a set of lungs
to crawl into! They have Sunshine and
Fresh Air around their homes all the time.
(*Contracts and crawls. Growls.*) Shut
out Fresh Air and Sunshine or we die!

All the Germs moan and groan as Sun-
shine enters.

SUNSHINE (*in yellow, carrying a hand-
ful of sparklers*)—God, who made all that's
good, set the sun above us to shine on all,
and the sun sends me to scatter rays of
sunshine—they'll kill Germs.

Enter Fresh Air in light-blue gauze,
draped; waves her arms as she talks.

FRESH AIR—I'm Fresh Air. Take
me in your homes, dear friends, and keep
me there both day and night. My wings
are full of health (*waves draped arms more
vigorously*). I drive out foul Germs that
break down healthy bodies and kill so
many that you love.

The Germs, unseen by Sunshine and
Fresh Air, crawl together and moan; seem
to wither, but do not die.

LITTLE GERM (*in very squeaky voice*)
—I hate to be a Germ. I'd rather die.
Let me go to Sunshine.

FATHER GERM (*growls*)—Go! You'll
die, die, die!

Little Germ crawls forth; does not speak.
SUNSHINE (*goes toward him; examines
him for an instant. In distress exclaims*)—

A Germ! (*Covers it with sparklers. Germ
dies immediately.*)

As Careless Patient enters, dead Germ
may slip out.

Enter Careless Patient; sits down and
coughs. Germs show little animation, but
Sunshine and Fresh Air move about, and
they sigh aloud; occasionally show little
life when Careless Patient expounds pes-
simistic views.

Enter Hope in white.

Careless Patient takes bottle of patent
medicine from his pocket and drinks from
it.

HOPE—How fares the world with you,
sad friend?

CARELESS PATIENT—Bad! bad!
bad! I've got consumption. Who are
you?

HOPE—I'm Hope.

CARELESS PATIENT—Hope! (*laughs
sneeringly*). No hope for me!

HOPE—Yes, oh yes, sir. I'll go bring
Knowledge to you. She'll give you hope
with knowledge.

Hope goes out and leads in a nurse in
white dress and cap.

NURSE—Good-morning, Mr. Patient.
May I serve you this fair morning?

CARELESS PATIENT—Nay, nay.
This bottle is my only chance. (*Takes
bottle and hands it to Nurse, who reads,
"Dr. Fake's Sure Cure for Consumption."*)

NURSE—Who gave you this? A doc-
tor?

CARELESS PATIENT—No, I bought
it at a grocery store, and paid two good
dollars for it, and eighteen for nine others,
and I'm no better.

NURSE—Throw away this patent
medicine that no good doctor would ever
offer you. Come to our dispensary—it's
free to you, and doctors are there to tell
you what you need. Here comes Mr.
Clean Careful Consumptive, whom no one
fears. We call him comrade, for he helps
us do our work.

Enter Clean Careful Consumptive, takes
seat near Careless Patient. Nurse intro-
duces them. He coughs with paper napkin
before his mouth, and puts it in bag.

MR. CLEAN CAREFUL CONSUMP-
TIVE—Why so sad, my friend? Come
join our brave army of lungers and get
rid of the germ.

HOPE (*hovers around the patients with
the Nurse*)—Have you not heard the
Clean Careful Consumptive is no danger.

Nurse gives Careless Patient literature,
paper napkins, etc.

Enter Mrs. Keep Well and her family,
all healthy and rosy.

CARELESS PATIENT—Why do you
seem so happy?

MRS. KEEP WELL—Why not be
happy? We all have health.

Here the Germs all leave, and Sunshine
scatters sparklers so audience is assured
they die.

MRS. KEEP WELL—My mother
taught me long ago "prevention is better
than cure." I've kept my children well.

Fresh air and sunshine, clean home, clean
food from clean stores, milk from healthy
cows, and not a fly to stay in my house.

If one fly comes in my house the children
swat it.

CARELESS PATIENT—Well, well,
stay happy.

MR. CLEAN CONSUMPTIVE (*takes
Careless Patient by hand*)—Come, take
the cure with me.

Enter Milk and Eggs. Introduced to Care-
less Patient by Fresh Air and Sunshine.

MILK (*when introduced to Careless Pa-
tient, bows. Is dressed in gauzy white and
carries pitcher and glass. Pours out glass
of milk, and says*)—I'm Nature's sweetest
food; drink me and get well.

BGG (*comes forward for introduction;
shakes hands and offers egg, saying*)—
I build up tissue that the Germs break
down.

Enter children with tooth-brushes, pails,
and scrubbing-brushes. One child with hair
down sits on stool and has hair washed.
All singing:

This is the way we brush our teeth, etc.
To keep our health just right.

This is the way we wash our hair, etc.,
To keep our scalps so clean.

This is the way we clean our homes, etc.,
To drive disease away.

Enter children with fly-swatters. Sing:

Swat, swat, swat the flies.
They are evil, wicked beasts,
For they bring disease and dirt.
Let us kill them every one.

Enter Rest and Sleep hand in hand.
Rest in lounging-robe of pretty gray color.
Sleep in white, for out-door sleeping if
desired.

Rest puts her arm around Sleep, who lays
her head on Rest's shoulder and closes
her eyes, apparently sleeping.

Rest (*speaks. Sleep is silent*)—We are
sisters, and a great poet said long ago of
Sleep, "It's tired Nature's sweet res-
torer."

Enter Exercise, in gymnasium suit, and
Work, carrying saw and hammer. Good,
strong, active boys.

EXERCISE—We are brothers, and
have our part in the work for health.
But 'tis well to use us under the doctor's
advice. I'll show you some chest exer-
cises and deep breathing—they're good
for all. (*Shows exercises.*)

Children already on the stage now sing
"We Are the Friends of Health."

We are the Friends of Health, oh ho!
O we are the Friends of Health.
We'll fling our arms wide,
We'll fling our arms high,
For we are the Friends of Health.

We want to be strong
And we want to live long,
For we are the Friends of Health.

We'll take a deep breath
And drive away death,
For we are the Friends of Health.

Motion Pictures for Seal Campaign

Several motion pictures dealing with tuberculosis and Red Cross Seals are available for use in the Red Cross Seal and Tuberculosis Week campaigns. Anti-tuberculosis workers are urged to get one or more of these films, to be used either in the theaters or in churches, schools, etc., or in both groups of places. The following paragraphs will outline briefly the principal pictures available and tell where they can be secured:

"The Lone Game": A new Red Cross Seal and Tuberculosis picture to be released December 11, 1915, by Thomas A. Edison, Inc. The story of this picture, which is based in part upon Thomas Crawford Galbreath's book "T. B. Playing the Lone Game, Consumption," was told on page 4 of the October *Bulletin*. Owing to the lateness of release and the usual trade restrictions, anti-tuberculosis associations outside of the large cities will have difficulty in getting this film in their territory before Christmas. It is particularly desirable, therefore, that other films be used. "The Lone Game" can be secured during the first thirty days after release only by motion-picture theaters who deal with exchanges of the General Film Company. These exchanges will be found in most of the large cities of the country. A list of those in your territory will be furnished on request by the National Association.

"The Power of the Penny": This is a new picture dealing with Red Cross Christmas Seals and anti-tuberculosis work, produced by the Wisconsin Anti-Tuberculosis Association. The photography and the dramatic action were done by the Essanay Company of Chicago. The picture should be ready for release before December 1. It is owned outright by the Wisconsin Anti-Tuberculosis Association and will be sold, leased, or rented through them. Arrangements for distribution of the film outside of Wisconsin have not been perfected, but it is planned to allow state and local anti-tuberculosis associations to buy or lease the film for sub-rental to theaters in their territory. While the picture deals with Wisconsin conditions and work, it tells an interesting, dramatic story of the reformation of a country school-teacher and her lover, a young physician, in a way that will appeal anywhere. The picture has possibilities for use in any state. Arrangements for the use of the film should be made with the Wisconsin Anti-Tuberculosis Association, 471 Van Buren Street, Milwaukee, Wis.

"The White Terror": This four-reel picture was fully described in the June *Bulletin*. It is produced by the Universal Film Company, and can be secured only through exchanges of that company.

The film takes about one hour to exhibit. This powerful picture, used in theaters, churches, schools, or elsewhere, is a splendid educational feature which always gets its message to the people. It will afford a fine channel of publicity and education during Tuberculosis Week. The American Press Association has novelized the story of the picture in plate form. "Heralds," or circulars describing the picture, for popular distribution may be purchased from the National Association for \$1.40 per thousand. Samples of the heralds and proofs of the boiler-plate novelization will be sent on request by the National Association. Arrangements for renting this picture should be made with the nearest exchange of the Universal Film Company. A list of exchanges will be found in the June *Bulletin*. Suggestions for use of this picture will also be found in the June *Bulletin*, a copy of which is yours for the asking.

"The Temple of Moloch": This is the film produced by Thomas A. Edison, Inc., in 1914. It deals chiefly with the problem of tuberculosis in children. The film has had a fine run during the year and is being widely used throughout the country. A circular describing the film will be sent on request. The film may be rented from any of the exchanges of the General Film Company if sufficient notice is given in advance. If you cannot get this year's film, use last year's or some other. It will be better than none at all.

"The Price of Human Lives": This film deals in a forceful manner with the patent-medicine-and-fake-cure evil. It brings in the Red Cross Seal in a dramatic manner and will make a good aid in the campaign. This also should be rented through the nearest exchange of the General Film Company.

"Hope, a Red Cross Seal Story": For those who are especially interested in local hospital provision this picture will prove of value. A circular describing it will be sent on request. It may be rented through the General Film Company. Some difficulty may be experienced in getting old prints of pictures of this character from the local exchanges of the General Film Company. For those who are within four hundred miles of New York the Educational Department of the General Film Company, 71 West Twenty-third Street, New York, will help in securing this picture.

Those who wish to purchase any of the Edison films may communicate directly with Thomas A. Edison, Inc., Orange, N. J., or with the National Association. The price of any pictures a year old or more should not exceed eight cents per foot. Most of these films run about 1,000 feet in length.

(Continued from page 1)

Follow-up card for mail sale.—This is an attractive post-card designed for use in following up delinquents who have not returned seals or cash in the mail sale. The wording has been carefully prepared and in general form the card is the same as that used in the successful mail-sale plan of New York in 1914. The price of these cards is \$1.20 per thousand. A sample will be sent on request.

Mail-sale acknowledgment card.—An especially attractive acknowledgment card has been designed to be sent to those who purchase seals by mail. The card is also designed so that those who wish it may tack it on their door-post, indicating that they have purchased seals and rendering them immune against calls from children. The price of this attractive card is \$2.25 per thousand. A sample will be sent on request.

Red Cross Seal Advertising Proofs.—A page showing proofs of seven different advertisements of Red Cross Seals for use in newspapers and magazines will be furnished free on request. These various advertisements have been prepared by Frank Seaman, Inc., one of the largest advertising agents in the United States, and are being used widely in magazines and newspapers throughout the country. Electrotypes of the various advertisements are furnished to anti-tuberculosis associations and Red Cross Seal agents at cost price. A few cents expended in the Red Cross Seal advertising matter of this character is well invested, particularly if you can get the papers to donate space.

Standard Red Cross Seal Advertising.—In addition to the special advertising outlined above, the American Red Cross and the National Association furnish to state agents, who in turn furnish them to local agents without charge, such advertising matter as Wreath or Window cards, For Sale Here cards, envelope enclosures, three sizes of newspaper cuts of the seal, single column, double and half column, and colored lantern slides of the seal with descriptive text for use in motion-picture theaters.

Readers of the *Bulletin* are asked to look over carefully the various lists of literature described above and to place immediate orders for any of the literature which they need. Orders should be placed preferably with the state anti-tuberculosis Societies or with state agents for Red Cross Seals, although they may be placed directly with the National Association. Wherever desirable, the National Association reserves the right to refer such requests to the proper state authorities.



